

# TOOELE COUNTY TOURISM PROFILE

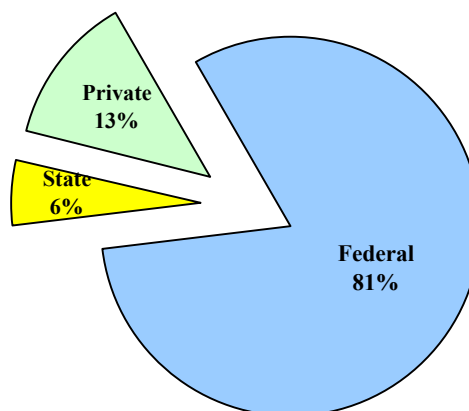
County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
<b>DEMOGRAPHIC</b>									
Population	33,048	35,351	38,079	40,735	43,996		46,032	4.6%	7
Total Non-Ag Employment	10,392	10,601	10,837	11,129	11,660		11,900	2.1%	10
Non-Ag Avg Monthly Wage	\$2,397	\$2,460	\$2,467	\$2,508	\$2,585		\$2,731	5.6%	3
Per Capita Income	\$16,717	\$17,188	\$17,182	\$17,628	\$18,434		\$18,923	2.7%	20
Unemployment Rate	4.4%	5.0%	5.6%	5.3%	7.4%		9.9%	2.5%	28
<b>SPENDING &amp; EMPLOYMENT</b>									
Spending by Travelers (Millions)	\$32.8	\$33.3	\$36.1	\$38.3	\$37.6	\$36.5	\$36.5	0.0%	16
Travel & Tourism Related Employment	602	616	676	726	748	1,018	1,039	2.1%	14
<b>TOURISM TAX REVENUES (000s)</b>									
Local Tax Revenues from Traveler Spending	\$682	\$692	\$750	\$798	\$782	\$893	\$883	-1.1%	14
Gross Taxable Room Rents	\$4,240	\$4,123	\$3,756	\$4,658	\$4,289		\$4,276	-0.3%	17
Transient Room Tax	\$124.4	\$117.7	\$112.7	\$139.7	\$128.7		\$128.3	-0.3%	17
Restaurant Tax	\$135.5	\$159.4	\$194.3	\$211.4	\$212.8		\$230.2	8.2%	10
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million)	\$257.6	\$282.8	\$306.9	\$330.3	\$363.3		\$408.2	12.4%	10
<b>REGIONAL VISITATION COUNTS</b>									
I-80 UT/NV Traffic Count	1,892,525	1,934,500	2,006,040	2,011,150	2,219,565		2,261,540	1.9%	
Willard Bay S.P.	276,059	300,702	307,114	340,580	302,189		308,206	2.0%	
Antelope Island S.P.	264,315	362,128	329,751	343,410	291,163		288,907	-0.8%	
Utah Lake S.P.	705,073	734,995	431,702	405,563	276,475		157,882	-42.9%	
Great Salt Lake S.P.	460,989	56,585	136,496	142,433	144,272		136,238	-5.6%	
Camp Floyd S.P.	10,886	9,231	8,667	8,639	8,054		13,215	64.1%	

Land Ownership - 1999		
	No. of Acres	% Total
<b>Total Acres in County</b>	<b>4,474,113</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>3,637,508</b>	<b>81.3%</b>
BLM	1,899,843	42.5%
US Forest Service	135,960	3.0%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	1	0.0%
USFS & BLM Wilderness Area	21,718	0.5%
Other*	1,579,986	35.3%
<b>State Government</b>	<b>246,963</b>	<b>5.5%</b>
Utah State Parks & Recreation	565	0.0%
Utah State Wildlife Reserves	1,640	0.0%
State Trust Lands	244,759	5.5%
<b>American Indian</b>	<b>15,643</b>	<b>0.3%</b>
<b>Private**</b>	<b>573,999</b>	<b>12.8%</b>

\*Includes Military and Bankhead Jones land

\*\*May include some local government land

Land Ownership - 1999



# Tooele County Tourism Profile

